

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Applicant's Attorney Joel M. Fogelson (Reg. No. 43,613) on March 24, 2008.

AMENDMENTS TO THE CLAIMS

Listing of the Claims:

Claims 8, and 10-22 have been cancelled.

Claims 1 has been amended as follow:

1. (currently amended) A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content via the network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:

receiving a trigger filter from the receiver;

storing said trigger filter in a controller, which is separate from said receiver, where said enhanced content programming is transmitted to said receiver by said controller;

having said controller detecting a trigger embedded in one of said plurality of enhanced content programming, wherein said trigger indicates the presence of said enhanced content programming;

comparing said detected trigger with said triggers filter;

identifying said enhanced content programming when said detected trigger matches said trigger filter in said comparison step; ~~and~~

transmitting said enhanced content programming to the receiver when said detected trigger matches said trigger filter in said comparison step;

receiving a set of priorities corresponding to each trigger filter in a set of trigger filters;
and

storing said set of priorities in a database within said controller, wherein said step of coupling is performed in accordance with said set of priorities;

ALLOW SUBJECT MATTER

1. This office action is in response to an amendment filed on January 18, 2008 and was interviewed on March 24, 2008.
2. Applicant amended claim 1 and cancelled claims 8, and 10-22.
3. Claims 1-7, and 9 (currently renumbered as claims 1-8) are allowable over the prior art of record.
4. This communication warrants no examiner's reason for allowance, as applicant's reply makes evident the reason for allowance, satisfying the record as whole as required by rule 37

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CFR 1.104 (e). In this case, the substance of applicant's remarks in the Amendment filed on 18 January 2008 and further amended independent claim 1 as presented above which point out the reason claims are patentable over the prior art of record. Thus, the reason for allowance is in all probability evident from the record and no statement for examiner's reason for allowance is necessary (see MPEP 13202.14).

5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Phuoc H. Nguyen whose telephone number is 571-272-3919. The examiner can normally be reached on Monday - Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Nathan J. Flynn can be reached on 571-272-1915. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Phuoc H Nguyen/
Primary Examiner, Art Unit 2143

March 29, 2008